

SUMMARY

A versatile web professional who has spent nearly a decade as the Webmaster for leading international publishing companies. Major strengths include hand-coding HTML, CSS, JavaScript and ASP with SQL databases. Additional skills in server administration, e-commerce, and application development. A creative and independent thinker who communicates well at all levels.

EXPERIENCE**HEINEMANN-RAINTREE – Webmaster****2003 - Present**

\$35 million industry leading nonfiction publisher based in Chicago, IL and Oxford, England. Former sister company of Rigby Education that produces nonfiction books & support resources for PreK-Secondary students, teachers, and librarians.

Responsibilities

- Manage all aspects of company's Internet presence, including multiple web sites, email marketing, and online surveys.
- Work with corporate IT regarding web hosting issues and corporate Customer Service for e-commerce.
- Update web pages, features, and promotions in consultation with the Marketing Manager.
- Create web content and applications based on internal and external customer need.
- Develop necessary code, scripts, programming, databases, templates and styles for special projects.
- Test sites in a variety of environments to achieve browser/platform-independent results due to larger Mac user client base.
- Create, maintain, optimize and update databases (SQL Server, Access) used for web sites and marketing projects.
- Serve as unofficial Database Administrator (FileMaker Pro) for all product information until that position is created.

Achievements

- Beacon Award Finalist for Web Site/Marketing in 2005.
- Top 10 web site for Purchasing Supplemental Materials, according to 2008-2009 QED School Market Trends Report.
- Double online orders from 2004 to 2005, in both number of orders and total sales (\$300K).
- Migrate four company web sites from various hosting facilities and systems to one common platform and hosting environment.
- Completely redesign and redevelop three existing web sites to improve functionality, features and e-commerce.
- Design small web site to provide online ordering in conjunction with national food chain promotion.
- Direct the Product Database Audit/Upgrade project to facilitate export of product to the web and improve internal reporting.

RIGBY EDUCATION – Technical Web Site Administrator/Application Developer II**2000 - 2003**

*\$100 million publisher of supplemental educational materials and professional development resources for the preschool-5th grade market, based in Barrington, IL. Company merged with Texas competitor to become **Harcourt Supplemental Publishers** in 2002. Illinois facility closed down in 2003 to move to Austin, TX and become **Harcourt Achieve**.*

Responsibilities

- Maintain, optimize, update, secure and troubleshoot web sites on Windows servers in consultation with IT and Marketing.
- Create web pages, according to house style, established practices and departmental need.
- Develop necessary code, scripts, programming, databases, templates and styles for special projects.
- Test sites in a variety of environments to achieve browser/platform-independent results.
- Create, maintain, optimize and update SQL and Access databases.
- Serve as the backup Network Administrator when required and assist IT with other department issues and projects.

Achievements**Harcourt Supplemental Publishers, Application Developer II – Barrington, IL & Austin, TX (2002-2003)**

- Successfully manage the company decision to migrate public web site to vendor that uses different platform and architecture.
- Work with Harcourt IT team to automate the processing of online orders directly into the Harcourt mainframe system with XML.
- Create Employee & Sales Rep database applications to nearly eliminate paper costs and manual administration.
- Create online registration mini-sites for company events, saving countless hours and dollars in organization costs.

Rigby Education, Technical Web Site Administrator – Barrington, IL (2000-2002)

- Create successful company Intranet from scratch to streamline internal communication and business practices.
- Implement e-commerce solution which generated sales of \$80K in 2000, \$300K in 2001, and \$670K in 2002.
- Develop application allowing customers to download teacher guides, reducing reprint costs & increasing customer satisfaction.
- Improve online catalog to display enhanced product data, including cover images, synopses and themes for over 6000 items.

KEY WEB SITES

Heinemann-Raintree	Company portal site designed for leading nonfiction publisher (www.heinemannraintree.com)
Heinemann Classroom	Company site, moved and redesigned for leading paperback publisher (www.heinemannclassroom.com)
Heinemann Library	Company site, moved and redesigned for leading hardcover publisher (www.heinemannlibrary.com)
Raintree Library	Company site, moved and redesigned for hardcover book publisher (www.raintreelibrary.com)
Rigby Education	Company site for major supplemental book publisher (www.yordy.net/samples/rigby)
Rigby Intranet	Company Intranet (www.yordy.net/samples/rigbyintranet)
Train the Trainer	Company site for publisher's annual client conference - July 2002 (www.yordy.net/samples/TTT)
HSP Sales Meeting	Company site for publisher's annual sales conference - Aug 2002 (www.yordy.net/samples/HSP)

Screenshots and links to web sites designed for additional businesses and individuals can be found at www.yordy.net/sites, including: Ornaments4Less, Body Evolution, Tiger Accessory Group, RPS Engineering, and the Committee to Elect Jody Rogers.

SKILLS

Internet	HTML, CSS, JavaScript, ASP, SQL, VBScript, Flash, DHTML, and some XML
Software	DreamWeaver, FrontPage, PhotoShop, Acrobat, Microsoft Office Suite
Databases	Microsoft SQL Server, Microsoft Access, FileMaker Pro
Operating Systems	Windows XP, Windows NT, Windows 2000, and some UNIX
Communications	Teaching, Training, Presenting, Ad Hoc Reporting, Writing and Editing
Languages	Fluent French (Interpretation, Translation and Cultural Relations)

EXPERIENCE PRIOR TO INTERNET CAREER

Motorola, Inc – Expatriate Payroll Analyst, Financial Associate II, Share Draft/ATM Clerk II – Schaumburg, IL	1993 - 1999
National Talent Associates – Interviewer/Management Consultant – Chicago, IL	1992 - 1993
Lycée La Martinière-Monplaisir - English Teacher & Faculty Advisor – Lyon, France	1990 - 1991

EDUCATION

Illinois Institute of Technology - Internet Technology Webmaster Certificate Accredited by the Association of Internet Professionals (AIP)	Wheaton, IL
Ball State University - B.A. in English, French & Humanities with a concentrated study in Architecture Summa Cum Laude. Phi Beta Kappa (Society). University Academic Honors in Writing.	Muncie, IN
Université de Saint-Etienne - Foreign exchange student program (ISEP) to complete French degree English advisor to a national theater company, "La Comédie de Saint-Etienne"	Saint-Etienne, France

ASSOCIATIONS

American Mensa, Ltd. • International Webmasters Association (IWA) • HTML Writers Guild (HWG)
Society of Internet Professionals (SIP) • United States Golf Association (USGA)